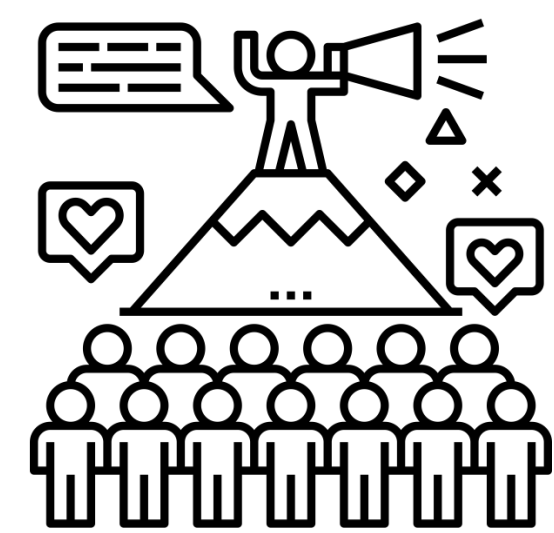


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Abstract

- ❑ Social media has changed the face of businesses and commerce worldwide. It has even changed the business model for giant industries such as the entertainment business.
- ❑ This paper proposes a formula that artists and musicians can follow which allow them to create successful music business startups.
 - ❑ Successful social media startups entail pages that have a quality following count and a high engagement rate (liking, sharing, viewing, commenting, purchasing), no matter what the platform.
- ❑ The problem is that social media is saturated with content. How can artists stand out? How can artists take advantage of the new music business model?
 - ❑ “Marketing of media brands is locked in a transition phase, moving from the old model of one-to-many messaging to targeted digital campaigns” (Mulligan 2019)



Background

- ❑ Social media platforms such as Instagram and Facebook are heavily used in today’s world. Along with social media, social media advertisements are becoming more and more prevalent. The objective of marketing is to get and keep customers.
- ❑ If an aspiring artist or musician wants to get exposure and potentially make a living, it is in their best interest to use platforms such as social media.
 - ❑ This study focuses on marketing on Instagram as an artist
- ❑ The artist must understand and develop a strong brand, quality products and know their audience.
 - ❑ Once grasped, Instagram’s platform must be understood in order to reach the relevant people who will share, engage, purchase and support the artist.

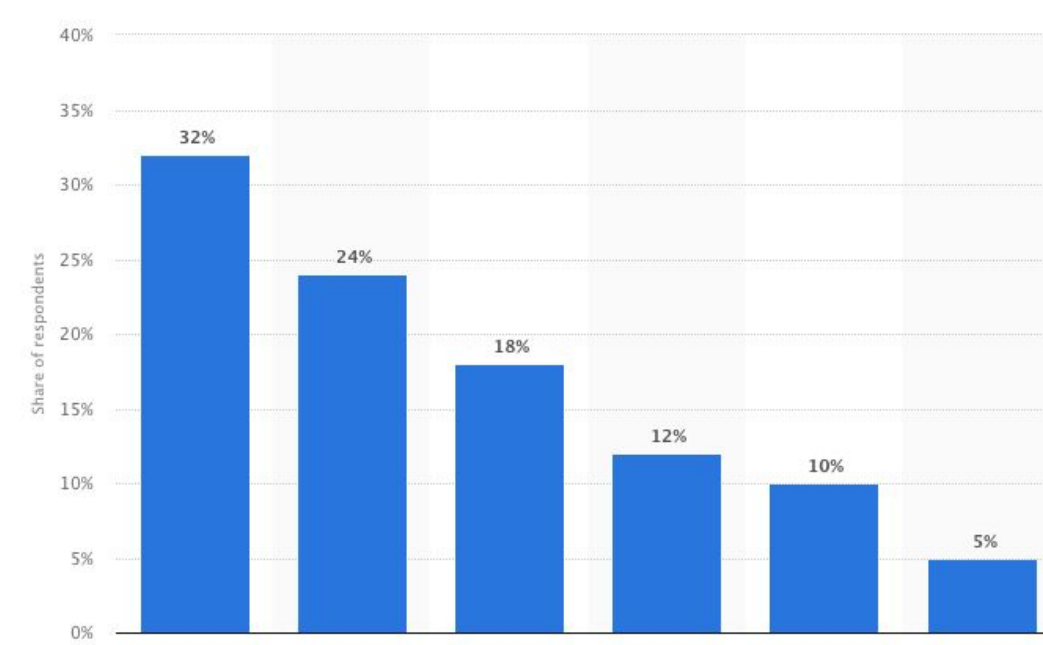


Figure 1: Shows a graph provided by Statista showing the best social media platforms for influence marketing according to influencers in the US as of July 2016 (eMarketer 2019)

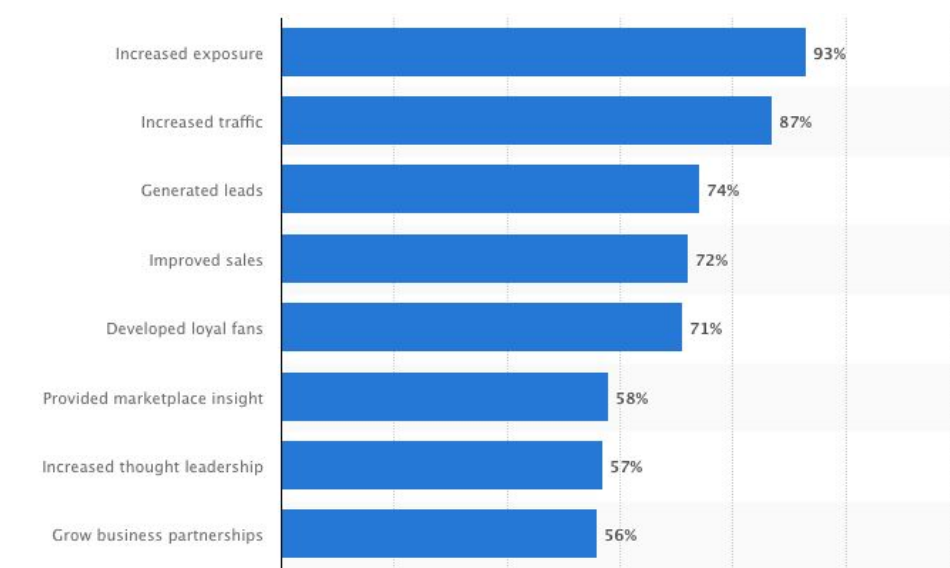


Figure 1a: Shows the benefits of using social media for marketing purposes (Social Media Examiner 2019)

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Results

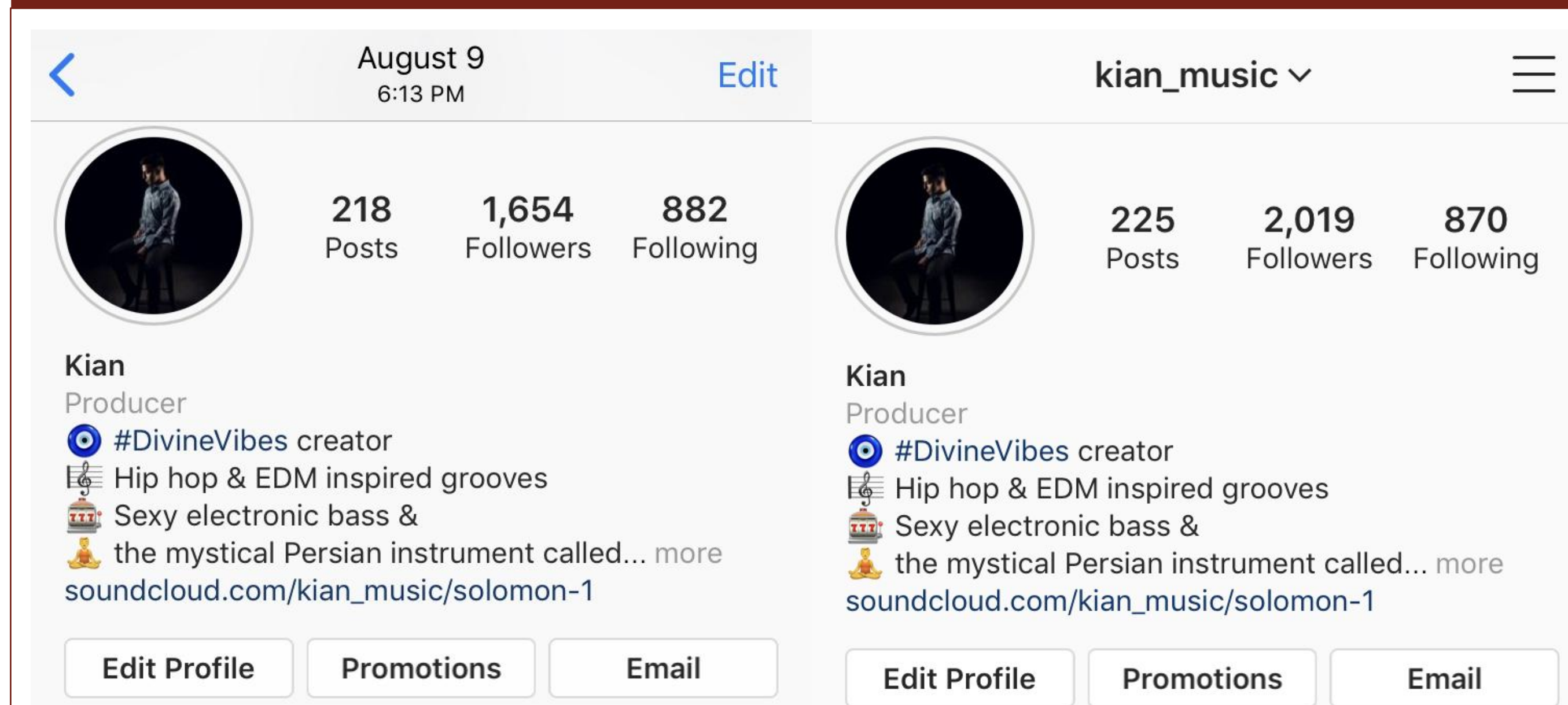


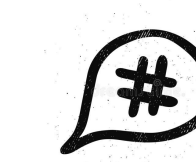
Figure 2: On the left is the follower count for @Kian_music on August 9th, 2019. After applying all that was learned in the research, in less than a month, Kian grew his following by almost 400. The figure on the right is @Kian_music’s follower count as of September 4th, 2019.



Figure 3: Shows a graph with the exact gain of followers within a month’s span of applying the hypothesis and using Instagram’s platform to both organically and monetarily build a greater following. This number is continuously growing.

Organic vs Paid Marketing (Instagram)

- ❑ There are two methods of marketing on Instagram: organic and/or paid marketing
- ❑ Organic
 - ❑ Organic marketing on Instagram consists of finding relevant hashtags, locations, & accounts followed by engaging with the followers of the above mentioned
 - ❑ Likes, comments, follows, watching stories
- ❑ Paid marketing works on the exact same principles
 - ❑ Companies + IG’s ad platform that do the above on the artist’s behalf
- ❑ Pros, cons, and results of organic and paid marketing



Methods

- ❑ Methods used in this research included market research data collected from secondary market research database “Statista”.
- ❑ Articles published by industry professionals from the Association of Songwriters, Composers, Authors and Publishers (ASCAP)
- ❑ An article based on the concept of “1,000 True Fans” by Kevin Kelly
- ❑ Articles from Journal of Marketing based on brand loyalty concepts

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Conclusion and Work in Progress

- ❑ The goal of the work is to attain 1,000 true fans
 - ❑ A true fan is someone who buys, shares, & engages consistently with the artist and supports them throughout their journey
- ❑ Strong brands evoke & establish emotional connections to create brand loyalty (true fans). “Feeling bonded with, and emotionally connected to, a brand emerged as an important aspect of brand love” (Batra 4).
- ❑ Once a strong brand is in place, the appropriate products must be created to reflect that brand (or image in the case of artists)
 - ❑ This includes quality music, merchandise and show experiences
 - ❑ Products give fans a chance to support, share and interact with an artist
- ❑ Once the above has been accomplished, the artist can find their market, or more importantly, their niche, through social media platforms such as Instagram
 - ❑ “The riches are in the niches” and truly, niche is the new mainstream (Mulligan 2019)
 - ❑ An artist’s niche is their target market, or the market (consumers) who will best appeal to their image & products



Limitations & Future Study

- ❑ Limitations included:
 - ❑ Not enough time & monetary resources to test out Facebook’s advertising platform in conjunction with Instagram
 - ❑ The hypothesis & research was tested on only one Instagram account
- ❑ Future Study:
 - ❑ Viral marketing
 - ❑ Different platforms that organic & paid marketing can be applied to



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